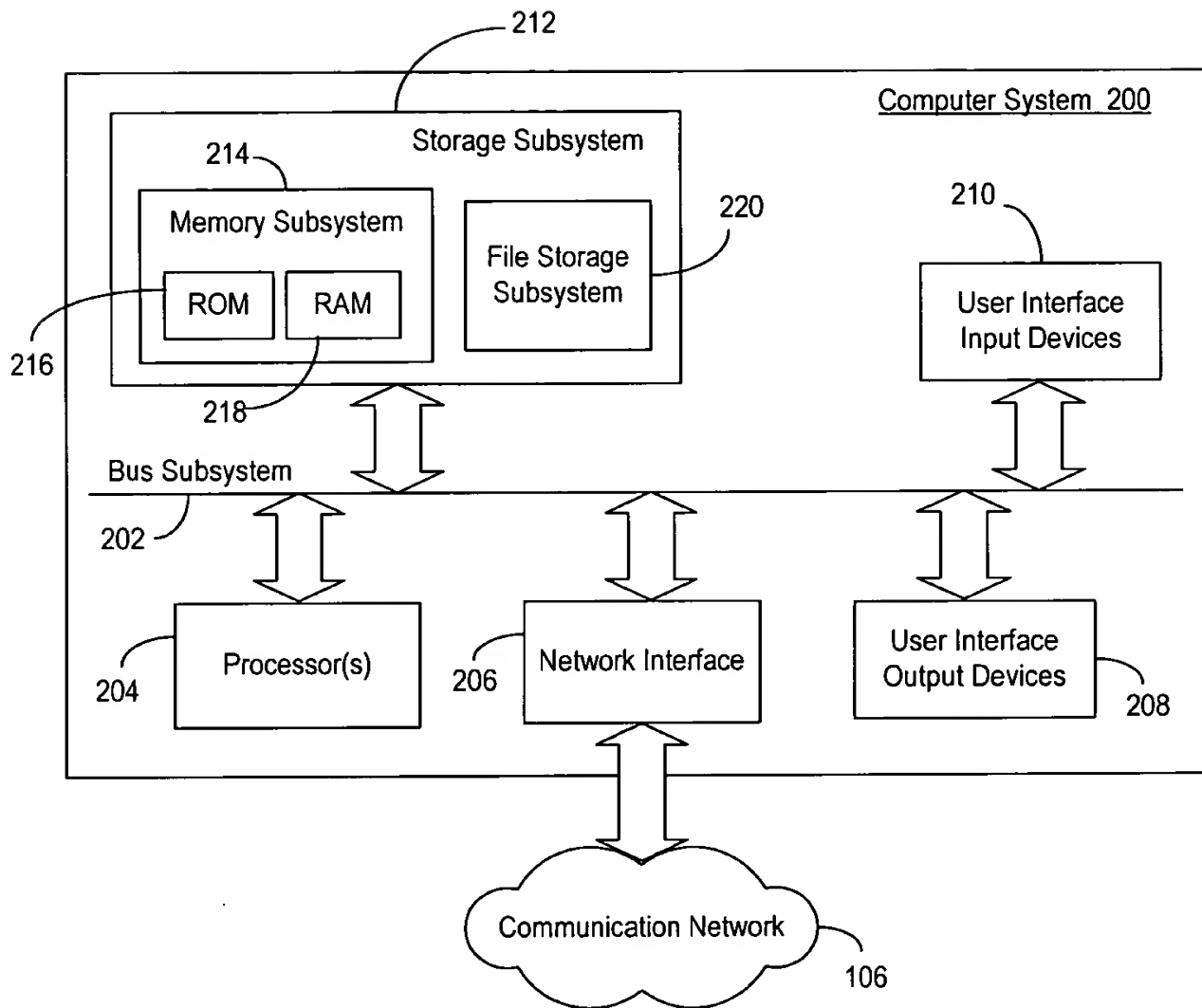
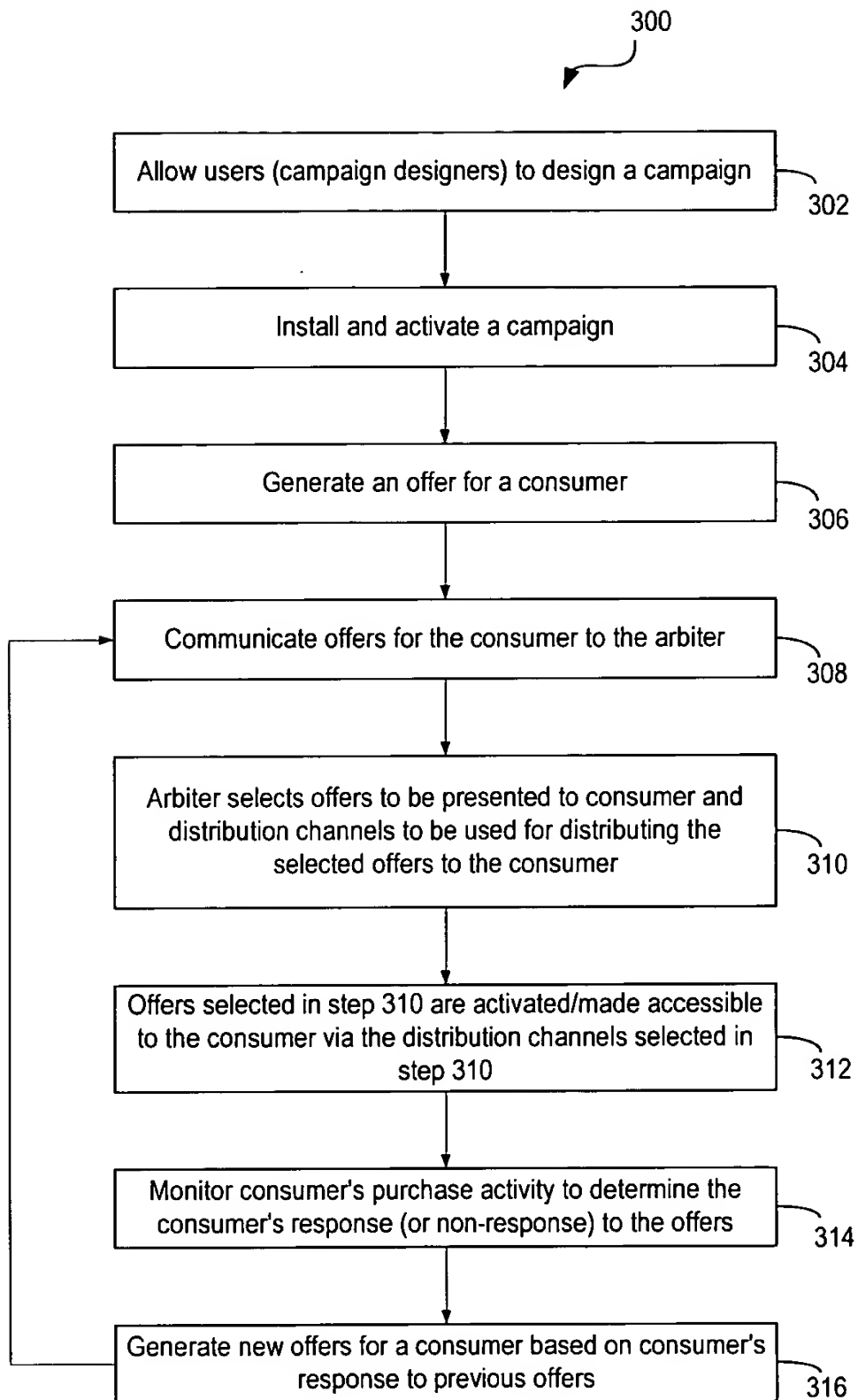


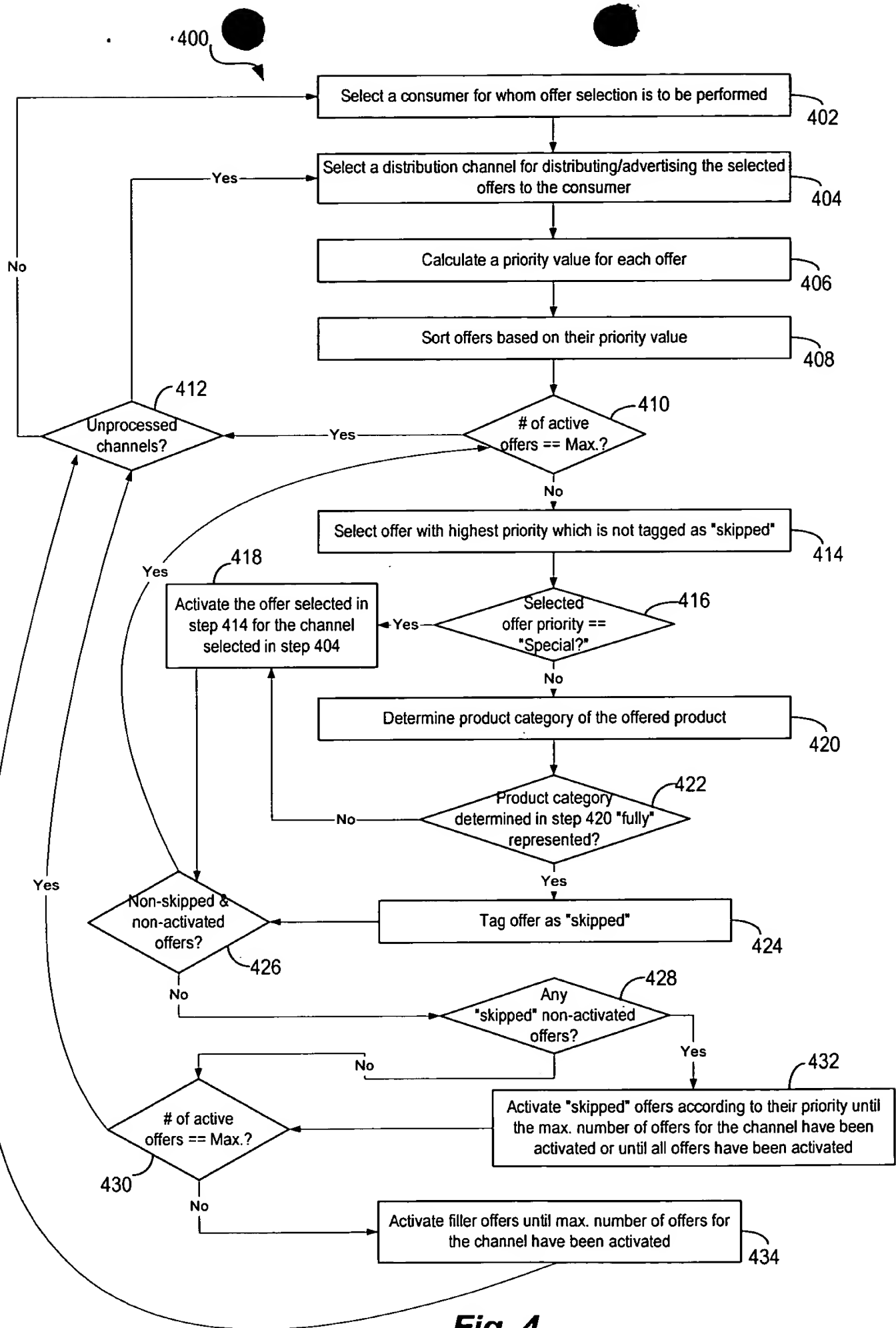
**Fig. 1**



**Fig. 2**



**Fig. 3**



**Fig. 4**

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Fig. 5

002201 947671200

600  
↓

**Incidental products**

**Beggin Strips**

Name: Beggin Strips

Advised Product: 604 ☒ begginst..

Shelf Price: \$3.00 606

Club price: \$2.50 608

Good: \$2.50 610

Better: \$2.25 612

Best: \$2.00 614

Break Even Retail: \$1.50 616

Min ad availability: 7 ☒ days 618

Max ad availability: No Limit ☒ days 620

Limit per trip: 3 ☒ items 622

Limit per shopper: No Limit ☒ items 624

Priority: 626

Ad Optional After: Never ☒ offers

Shopper budget: \$0.00 630

Min Product Budget: \$ 632

Target Product Budget: \$ 634

Max Product Budget: \$ 636

Min CPG Budget: \$ 638

Target CPG Budget: \$ 640

Max CPG Budget: \$ 642

Fig. 6

700



Figure 1 is a screenshot of a software window titled "Observation". The window contains a form with the following fields and controls:

- Name:** A text field containing "dog food buyers".
- Scope:** A dropdown menu with "shopper" selected.
- Type:** A dropdown menu with "ht" selected.
- Measurement:** A dropdown menu with "Occasions" selected.
- Products:** A text field containing "dog food".
- Time Unit:** A dropdown menu with "Log" selected.
- TLog Interval:** A text field containing "12".
- Specify start date:** A checkbox that is checked, followed by a date field containing "Thu 11/18/1999".
- Specify end date:** A checkbox that is checked, followed by a date field containing "Wed 11/18/1998".
- Description:** A large text area.
- Buttons:** "Edit", "Delete", "New", "Import", "OK", and "Cancel".

Handwritten annotations with numbers point to specific elements in the window:

- 702 points to the Name field.
- 704 points to the Scope dropdown.
- 706 points to the Type dropdown.
- 710 points to the Measurement dropdown.
- 708 points to the Products field.
- 712 points to the TLog Interval field.
- 714 points to the Specify start date checkbox.
- 716 points to the Specify end date checkbox.
- 718 points to the start date value.
- 720 points to the end date value.
- 722 points to the Description text area.
- 724 points to the Import button.

Fig. 7

800



Products

dog food | dog snacks | ...

Name: dog food Redisplay

- ☐ 23 CANNED FISH & MEAT
- ☐ 24 READY TO EAT PREPARED FOODS
- ☐ 25 SOUPS
- ☐ 26 BEANS/RICE & PASTA
- ☐ 27 DIET FOODS & NEEDS, ETHNIC & GOURMET SPECIALTY
- ☐ 28 PASTA & PASTA SAUCE
- ☐ 30 PAPER/FOIL & PLASTICS
- ☐ 31 DETERGENTS & LAUNDRY NEEDS
- ☒ 32 PET FOOD & PET NEEDS
  - ☒ 3201 DOG FOOD WET
  - ☒ 3202 DOG FOOD DRY
  - ☒ 3203 DOG FOOD SOFT MOIST
  - ☐ 3204 DOG FOOD SNACKS
  - ☐ 3206 CAT FOOD WET
  - ☐ 3207 CAT FOOD DRY
  - ☐ 3208 CAT FOOD SOFT MOIST
  - ☐ 3209 CAT FOOD SNACKS/DRINKS
  - ☐ 3210 CAT LITTER & DEODORANT
  - ☐ 3290 PET SUPPLIES
  - ☐ 3295 WILD BIRD FOOD/TREATS
- ☐ 33 TOBACCO AND SMOKING NEEDS
- ☐ 34 CHARCOAL/LOGS & OTHER FUELS
- ☐ 36 REFRIGERATED DAIRY

Product set expression

(SMIC is-in-tree 3201 or SMIC is-in-tree 3202 or SMIC is-in-tree 3203)

Product set members

UPC	NAME	BRAND	PACK SIZE	SIZE	SMIC
1780044545	PURINA FI...	00000	00001.00	20.00 LB	320202
1113200364	ALPO PRI...	00000	00024.00	13.20 OZ	320102

OK Cancel

806

802

804

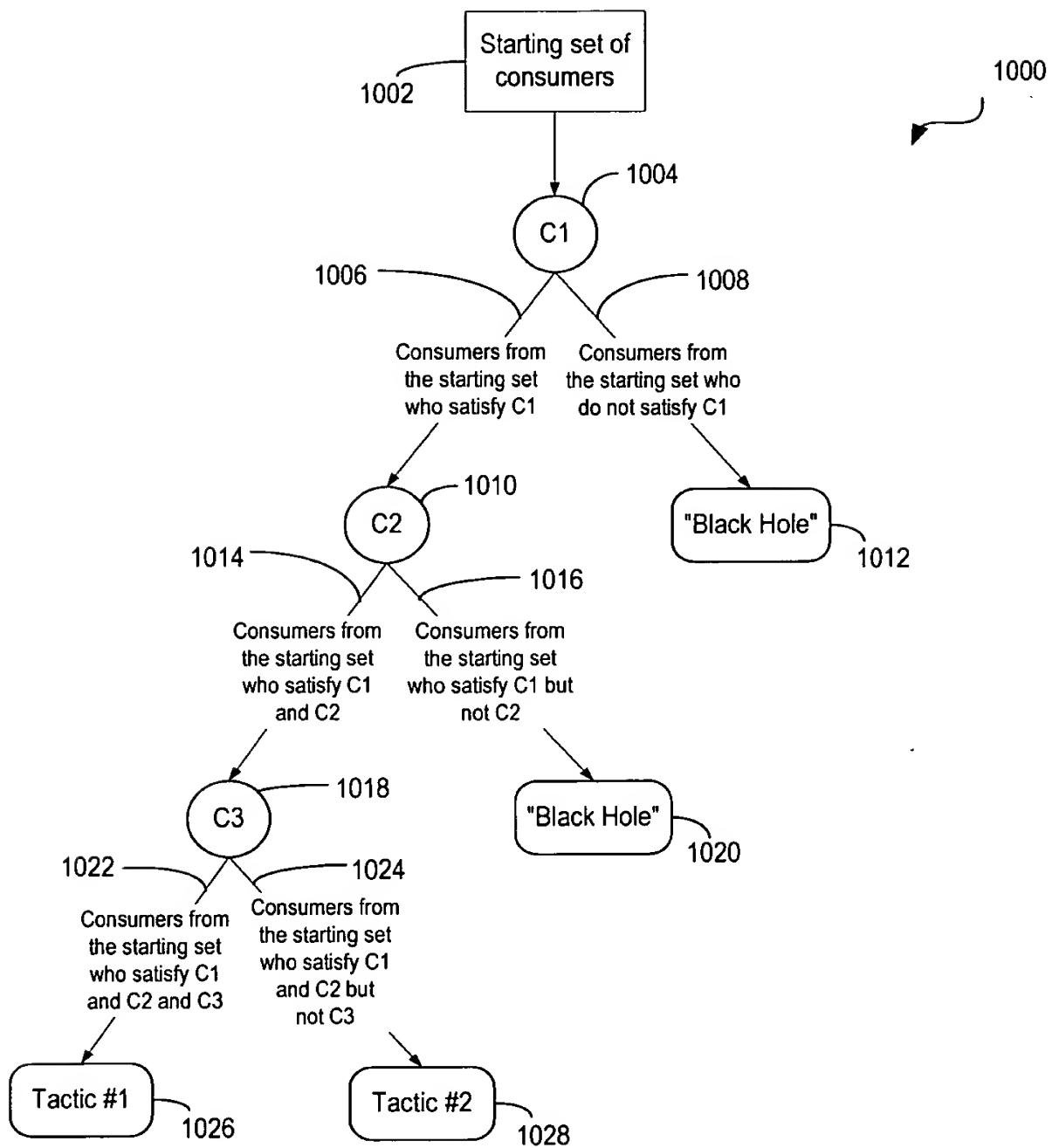
808

Fig. 8

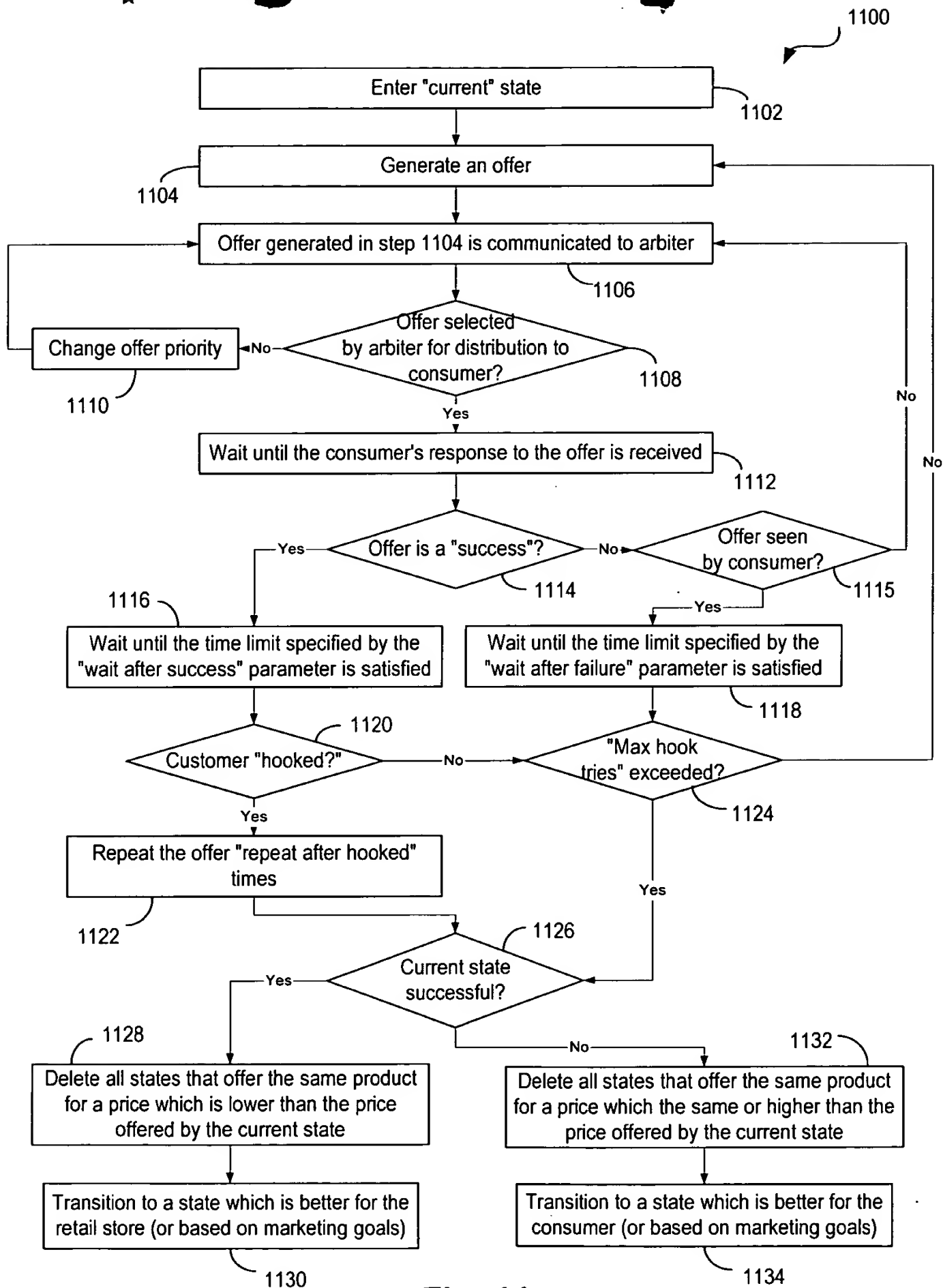


The screenshot shows a window titled "Shoppers" with a close button (X) in the top right corner. The main area contains a form for defining criteria. At the top, the text "buys dog food" is entered in a field. Below this, the "Name" field also contains "buys dog food". The "Combine criteria with" dropdown is set to "and". The "Add New Criterion" section has four buttons: "Decile", "Preferred Product", "Named Shopper Set", and "Comparison". Below these buttons, there are four small text boxes containing the numbers "904", "906", "908", and "910". The "Observations" section contains a list of criteria, with "912 dog food buyers" selected. To the right of this list are buttons for "Edit", "Delete", and "New". Below the list, the "Comparison Operator" is set to ">=" and the "Amount" is set to "2". The "Criteria" field is empty. At the bottom, the "Expression" field contains the text "((dog food buyers >= 2))". At the very bottom of the window are "OK" and "Cancel" buttons.

Fig. 9



**Fig. 10**



**Fig. 11**

